## **CONTENTS**

	FOREWORD	viii
	PUBLISHER'S NOTE	ix
	INTERNATIONAL CENTRE FOR INDIAN CRAFTS AT NID	х
	EDITORS' PREFACE	xvi
	1: INAUGURAL SESSION	
1	DARLIE O KOSHY	1
	Welcome Address—Craft as Foundation for Design Innovation	
2	RAJEEV SETHI	5
	Keynote Address—Design Interventions for Creative Crafts	
3	JYOTINDRA JAIN	11
	Theme Address—Towards a Space and Identity for Craftspeople in India	
4	SYEDA HAMEED	17
	Inaugural Address—The Place of Crafts in Planning	
	2: THE CRAFT COMMUNITY	
1	CHANDRA SHEKHAR SAHA	23
	Viable Incentives to Continue Crafts	
2	HESTER DU PLESSIS	31
	Developing a Design Epistemology in Support of Craft and Design Research	
3	BRIAN AND EILEEN COATES	42
	The Crafts in Ireland	
4	VANDANA BHANDARI	51
	Fading Glitter: Danka Embroidery in Udaipur	
	3: CRAFTS AND MARKETING	
1	SONU RANGNEKAR	56
	Surviving Change	
2	ADARSH KUMAR	63
	Promoting Crafts in Mainstream Markets	
3	DEBORAH THIAGRAJAN	67
	Craft Marketing: The Experience of Dakshinachitra	

## 4: BUSINESS MODELS FOR CRAFTS

1	M ANNAPURNA	73
	Business and Revenue Model of Dastkar Andhra	
2	NEELAM CHIBBER	8c
	Business Models in Crafts: Industree, Rural Livelihoods in Natural Materials	
3	ARCHANA SHAH	85
	Bandhej: A Collaboration with Craft	
4	BEENA RAO	91
	Business in Craft	
5	SKYE MORRISON	100
	Chapatti Charts: Two Case Studies of Narrative Textile Traditions	
	5: PLENARY SESSION	
1	KAMAL KANT JASWAL	110
	Keynote Address—Mainstreaming of Crafts Sector	
2	LAILA TYABJI	115
	Special Address—A Participatory Approach towards Crafts	
3	JAYA JAITLEY	125
	The Craft Journey Exhibition	
	6: THE ROLE OF DESIGN	
1	ADITI RANJAN	130
	Learning from Traditional Wisdom	
2	SHRIKRISHNA KULKARNI	135
	Design Development in Leather Craft	
3	A BALASUBRAMANIAM	139
	Punjab, Assam, Nagaland and Kashmir: Stretching the Design Domain	

## 7: THE WAY AHEAD

1	MP RANJAN	144
	Craftsmanship in Education: Towards a Creative India in the Knowledge Economy	
2	AF MATHEW	166
	Interrogating Globalization: Laying Waste to Dominant Paradigms?	
3	SUBIR DAS	177
	Risk Assessment to Create a Safe and Healthy Workplace for the Craftspersons	
4	SUDARSHAN KHANNA	188
	Rejuvenating Craft Sector a Creative Educational Resource	
5	PRABIR MUKHOPADHYAY	192
	Postural Issues in Hand Block Printing	
6	V NATARAJAN	200
	GI Registration—Protection of Crafts	
7	CHANDRA VIJAI SINGH	206
	Outdoor Furniture in Stone	
	8: INTERACTION WITH A MASTER CRAFTSPERSON	
1	ISMAIL KHATRI	213
	Problems Ailing the Crafts Sector Meeting a Master Craftsman	